

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2013-2014 Unit Action Plan – Year Four**

**Unit Name: Office of Development**

**Unit Mission**

The Office of Development is the fundraising arm of Rogers State University. Our goal is to obtain private financial support of individuals, foundations and corporations to maximize the university's resources and leverage its effectiveness in providing quality higher education degrees and opportunities.

Goal 1: Advance Academic Excellence  
 This *Unit Action Plan* Specifically Supports Commitment 1.1.

Plan for 2013-2014 This section due by May 17, 2013..				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Evaluation Measure	Performance Standard (goal)	Action	Data/Findings	Status
1.1 Provide creative and innovative learning environments	Number of attendees	150 attendees	Continue diverse, innovative, and interactive speakers through the Herrington Lecture, the Meyer Distinguished Endowed Lecture series and other formats.	Herrington Lecture: 175 attendees-Chris Cadieux Meyer Lecture: 160 attendees-Ken Levit Scholarship Banquet-300 attendees-Honorable T.W. Shannon (first African-American Speaker of the Oklahoma House of Representatives)	Ongoing

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Goal 3: Increase Diversity This <i>Unit Action Plan</i> Specifically Supports Commitment 3.3.					
3.3 Increase Diversity	*Number of scholarships	*2 new scholarships	*Identify and recruit 2 donors for annual scholarships for minority groups.	Added 3 new minority scholarships	Ongoing
	*Number of speakers	*3 speakers each year	*Continue to provide speakers for the endowed lecture series & other formats that promote diverse topics.	Herrington Lecture: <b>175</b> attendees-Chris Cadieux Meyer Lecture: <b>160</b> attendees-Ken Levit Scholarship Banquet- <b>300</b> attendees-Honorable T.W. Shannon (first African-American Speaker of the Oklahoma House of Representatives)	Ongoing
	*Number of new minorities	*10% increase over FY12-13	*Increase active participation from minority populations on the Alumni Board, Foundation Board and other volunteer committees by 10%.	Active recruitment of minority Board members	Ongoing

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Goal 4: Leverage Resources This <i>Unit Action Plan</i> Specifically Supports Commitments 4.5 and 4.6.					
4.5 Develop, implement and advance comprehensive fundraising	*Ongoing meetings with various departments on campus	*Create booklet with all department priorities.	*Consolidate and coordinate all fundraising through the Office of Development	Completed Fall 2013	Ongoing
	*Moves Management System thru Raiser's Edge	*Weekly report of donor contacts	*Track cultivation, education and solicitation of our top 100 major gift donors/prospects to increase gifts of \$25,000 and more and increase total giving by 30%.	Implemented-Increased Major gifts (\$25,000+) by 50%	Ongoing
	*Money raised	*40% increase in money raised compared to FY12-13	*Continue partnerships with prospective funders, community representatives and university representatives to leverage private sector fundraising with public sector investment.	Increased money raised by 38%	Ongoing
	*Goals	*Set goals	*Establish annual fundraising goals that reflect capital, operating and endowment goals for the university and Foundation.	Completed	Ongoing
4.6 Establish an institutional framework to obtain external funding.	Annual Planning document	Publish coordinated plan	Incorporate private sector fundraising goals into public sector goals with a comprehensive university-wide fundraising plan for fiscal year 2014.	Completed and ongoing	Ongoing

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<b>Goal 5: Enhance Institutional Accountability</b> <b>This <i>Unit Action Plan</i> Specifically Supports Commitment 5.2.</b>					
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate.	*Reports & contacts	*Weekly contact reports	* Coordinate fundraising efforts from all university constituencies to insure a consistent message and priority of projects through engagement of deans and administrators.	Completed	Ongoing
	*Reports	*Annual report	*Provide annual reports from the Foundation to departments regarding fund balances at the Foundation.	Completed	Ongoing
	*Annual Report	*Publish Annual report	*Provide consistent communication to donors via Annual Reports, meetings and printed information that promote an environment of accountability and transparency.	Completed	Ongoing
	*Quality of reports	*Consistency	*Continue to enhance our knowledge and use of Raiser's Edge fundraising software to provide accurate and consistent information for fundraising.	Ongoing	Ongoing

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<b>Goal 6: Promote Community Engagement</b> <b>This <i>Unit Action Plan</i> Specifically Supports Commitments 6.1, 6.2, 6.4, 6.5 and 6.6.</b>					
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	*Memberships	*Active participation in the area chambers	*Continue partnership with the Claremore, Catoosa, Oologah, Pryor and Bartlesville Chambers to promote RSU and encourage participation for on campus activities.	Continued current memberships and added Owasso Chamber membership.	Ongoing
	*Number of attendees and support provided	*Continued participation from RSU staff and Claremont officials	*Continue Hillcub program with Claremont Elementary School.	510 Students served by 42 volunteers	Ongoing
	*Number of volunteers	*Increase number of volunteers by 20% compared to FY12-13	*Increase Community Engagement through Alumni Board and Foundation Board, students, corporation representatives and individuals by 50%	36 volunteers for various projects	Ongoing
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility.	*Report	*Annual Report	*Monitor the Masonic Lodge Institute for Student Engagement and Transformative learning.	Completed	Ongoing
	*Resources	*Add resources in support of the President's Leadership Class	*Continue support of President's Leadership Class through community activities and interactions.	40% increase in funding	Ongoing
	*Number of new recruits	*Increase number of new members by 20% compared to FY 12-13	*Recruit 20 new members for the Alumni Hillcub/Claremont Elementary School Program. This includes new program development and recruitment.	Recruited 22 new volunteers	Ongoing
6.4 Establish community engagement partnerships that vary in scale and formality including defined goals, high quality content and desired outcomes.	*Number of new members	Recruit new members as existing members term limit.	Cultivate new potential members	N/A-waiting on terms to expire	Ongoing
	*Number of members	*Increase number of new Alumni Board members by 100% as compared to FY 12-13	*Recruit new members to the Alumni Board by May 2014.	Postponed to 2015	Ongoing

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6.4 continued	*Number of events in each city  *Number of new participants  *Number of new participants	*Increase participation without increasing number of events.  *Increase participation levels.  *Increase number of volunteers for all events	*Increase Annual Scholarship annual revenues Bartlesville, Pryor and Claremore by 10%.  *Larger venue for Annual Auction to increase participation.  *Recruit five new community volunteers	Increased revenue by 72%  Completed  Ongoing	
6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities.	*Event to raise money  *Distribution of Gifts  *Event	* Increase number of attendees by 25% as compared to FY 12-13  *100% of students benefit from Hillcub Program  *Continue event, annually	*Expand the Alumni Hillcat Hacker event by 25%.  *Continue the Alumni Hillcub donation program for every student at Claremont Elementary School.  *Continue support for Art on the Hill to encourage community engagement and support of the arts.	Completed  Completed  Postponed	
6.6 Establish an institutional structure to promote community engagement and regional stewardship.	*Continuum	*Coordinate activities	*Initiate a cultivation continuum for our top 100 major gift prospects that includes invitations to events, educational opportunities, interaction with RSU Public TV, RSU Athletics, RSU Alumni Association, Academic departments and personal meetings to strengthen relationships and encourage increased giving for university projects and initiatives.	Completed	